

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 281600Z MAY 75
FM AMEMBASSY ROME
TO USDOC WASHDC
INFO SECSTATE WASHDC 1314
AMCONSUL MILAN

UNCLAS ROME 7764

E.O. 11652: N/A
TAGS: BGEN, IT
SUBJECT: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF.: A) STATE A-2778; B) ROME 6927

1. SUMMARY: ALTHOUGH ITALY TOO IS RECESSION-PLAGUED, A FEW OF THE PRODUCTS LISTED IN REFAIR A) HAVE A MARKET IN ITALY OVER THE SHORT-MEDIUM TERM. SOME OF THESE PRODUCT AREAS WILL BE PROMOTED AS PART OF THE COUNTRY COMMERCIAL PROGRAM (CCP). FOR THOSE PRODUCTS NOT IN THE CCP WE WILL DO WHAT WE CAN WITHIN THE BOUNDS OF LIMITED RESOURCES. END SUMMARY.

2. THE ITALIAN ECONOMIC SITUATION IS UNLIKELY TO IMPROVE MARKEDLY IN 1975--INDUSTRIAL PRODUCTION WILL BE BELOW THAT OF 1974 AND CONSUMER DEMAND WILL LIKELY REMAIN SLACK. IN MANY RESPECTS, ITALY'S ECONOMIC WEAK SPOTS PARALLELS THOSE OF THE US. NONETHELESS CERTAIN OF RECESSION-HIT US INDUSTRIES MAY BE ABLE TO DEVELOP SALES HERE WITH GOOD MARKETING EFFORT.

3. OUR COMMENTS ON THE MARKET POTENTIAL FOLLOW (RECENT REPORTING IN PARENTHESIS; ALSO MANY OF THESE INDUSTRIAL PRODUCTS ARE COVERED BY RECENT MARKET RESEARCH AVAILABLE IN OIM):

A. CAPITAL GOODS (ROME A-660, OCTOBER 21, 1974)

1. RADIO AND TV RECEIVING EQUIPMENT - POOR, EXCEPT FOR CERTAIN ACCESSORIES SUCH AS ROTOR ANTENNAS AND HAM RADIO
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ACCESSORIES (MILAN'S A-15, MARCH 7, 1975; MILAN'S A-10,

FEBRUARY 14, 1975).

2. ELECTRONIC COMPONENTS AND ACCESSORIES - GOOD, MARKETING AND DISTRIBUTION ARE KEY TO REACHING UNDER SERVICED MEDIUM AND SMALL BUYERS. CCP CAMPAIGN. (MILAN'S A-29, MAY 7, 1975).

3. REFRIGERATION MACHINERY - LIMITED.

4. TEXTILE MACHINERY - LIMITED.

5. ELECTRICAL TESTING EQUIPMENT - LIMITED. CCP CAMPAIGN. (MILAN'S A-1, JANUARY 3, 1975).

6. ELECTRICAL GENERATING AND DISTRIBUTING EQUIPMENT - LIMITED, EXCEPT VERY GOOD FOR SMALL-MEDIUM GAS TURBINE GENERATORS AND PEAK POWER AND EMERGENCY DIESEL GENERATOR SETS. CCP CAMPAIGN. (MILAN'S A-24, APRIL 15, 1975; ROME'S A-144, MARCH 25, 1975; ROME 9448, JULY 9, 1974; ROME'S A-360, JUNE 20, 1974; MILAN'S A-46, AUGUST 9, 1974.)

7. METAL-WORKING MACHINE TOOLS - LIMITED. CCP CAMPAIGN

8. METAL STAMPING - POOR.

9. AUTOMOTIVE ACCESSORIES - POOR.

10. LIGHTING FIXTURES - POOR.

11. PLUMBING AND HEATING SUPPLIES - POOR.

12. VALVES, PIPES, AND PIPE FITTINGS - POOR.

13. ENGINES AND TURBINES. SEE POINT 6; OTHERWISE POOR.

14. INTERNAL-COMBUSTION ENGINES - POOR.

15. FARM MACHINERY - LIMITED. (MILAN'S A-27, APRIL 24, 1975)

16. FARM WHEEL TRACTORS - POOR.

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17. SELF-PROPELLED COMBINES - POOR.

18. PUMPS AND COMPRESSORS - LIMITED.

19. CHEMICAL-PROCESSING MACHINERY - LIMITED. (MILAN'S A-70, DECEMBER 4, 1974; MILAN'S A-49, AUGUST 8, 1974.)

20. BUILDING AND CONSTRUCTION MACHINERY AND SUPPLIES - GOOD.

(REPORT ON MTC MAY SHOW IN PREPARATION.)

B. CONSUMER GOODS (ROME'S A-706, NOVEMBER 19, 1974).

1. WATCHES, CLOCKS, AND WATCH CASES - LIMITED, POSSIBLE
MARKET FOR DIGITAL SOLID-STATE WATCHES IF PRICES DROP.

2. JEWELRY, SILVERWARE, AND PLATEWARE - POOR.

3. COSTUME JEWELRY AND NOTIONS - GOOD

4. CUTLERY, TOOLS, AND HARDWARE - POOR.

5. HOUSEHOLD SMALL APPLIANCES - POOR.

6. ELECTRICAL HOUSEWARE AND FANS - POOR.

7. HOUSEHOLD LAUNDRY EQUIPMENT - NONE.

8. HOUSEHOLD REFRIGERATORS - LIMITED FOR FREEZERS. NONE
FOR REFRIGERATORS.

9. HOUSEHOLD FURNITURE - NONE.

10. OFFICE FURNITURE - NONE.

11. TOYS, SPORTING, AND ATHLETIC GOODS - FAIRLY GOOD.
(MILAN'S A-74, DECEMBER 18, 1974.)

12. OPTICAL AND OPHTHALMIC GOODS - POOR.

13. TEXTILE AND CLOTHING - POOR FOR TEXTILES, FAIRLY GOOD
FOR CLOTHING (MILAN'S A-57, SEPTEMBER 23, 1974).
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14. MEN'S AND BOYS' WEAR. MEN'S WEAR LIMITED; BOYS'
WEAR GOOD (ROME'S A-192, MARCH 29, 1974).

15. WOMEN'S AND MISSES' WEAR. CASUALWEAR GOOD; OTHERWISE
POOR (DITTO).

16. CHILDREN'S WEAR - GOOD (DITTO; MILAN'S A-26, MAY 2,
1974).

4. TRADE EVENTS AND OTHER ACTIVITIES IN SUPPORT OF THOSE
PRODUCT AREAS COVERED BY THE CCP ARE INDICATED IN THE AGREED
DRAFT OF THE 1976 CCP.VOLPE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975ROME07764
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750186-1145
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750513/aaaaalkx.tel
Line Count: 167
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75, 75 ROME 6927
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 30 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 JUL 2003 by SilvaL0>; APPROVED <27 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN
TAGS: BGEN, IT
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006